

IN THE CLAIMS:

Sub C1  
1. (Amended) An advertising system comprising:  
a content provider which generates ad banners;  
a target computer which receives the ad banners;  
an agent which is transmitted from the content provider to the target computer, the agent obtains user information including data for a hardware profile and transmits the user information to the content provider; and  
a program running on the content provider, the program organizes the user information and updates a user specific database.

Sub 2  
2. (Amended) The advertising system of claim 1 wherein the user information further includes data for a software profile [the agent is software executed by the target computer].

Sub. C2  
3. (Amended) The advertising system of claim 1 further comprising a baseline user profile including the hardware profile which is updated by the program running on the contact provider.

Sub 4  
~~4. (Amended) The advertising system of claim 3 wherein the baseline user profile includes information on CPU processing speed [web sites visited].~~

Sub 7  
1 6. (Amended) The advertising system of claim 4 wherein the baseline user  
2 profile includes a subkey indicating a processor speed of a processor in the target  
3 computer [time spent at each web site].

5-11  
C3  
1 7. (Amended) A method of communicating advertising information  
2 comprising the operations [steps] of:  
3 creating a user profile;  
4 transmitting an ad banner from a content provider to a target computer;  
5 collecting user information at the target computer including data for a  
6 hardware profile;  
7 transmitting the user information from the target computer to the content  
8 provider;  
9 filtering the user information to create relevant data;  
10 arranging the relevant data to create a modified user specific database; and  
11 generating a second user ad banner corresponding to the modified user  
12 specific database.

1 8. (Amended) The method of claim 7 further comprising the operation [step]  
2 of transmitting an agent from the content provider to the target computer.

Sub 9  
1 9. (Amended) The method of claim 7 wherein the collecting operation [step]  
2 is executed by an agent running on the target computer.

Sub A  
2 14. (Amended) A content provider for providing advertising content over a  
3 network comprising:

4 a plurality of user profiles, each user profile in the plurality of user profiles  
5 including user data corresponding to a target computer account;

6 a munging agent which updates each user profiles based on data transmitted  
7 from an agent;

8 a rule set associated with each user profile including rules generated from the  
9 user data; and

10 a rulebook including condition-action pairs which selects data to be  
transmitted from an advertising content database using the rule set.

1 15. (Amended) An advertising system comprising:

2 a content provider which generates a means for advertising;

3 a target computer which receives the means for advertising;

4 a means for obtaining user information including hardware data for a  
5 hardware profile and software data for a software profile, and transmitting the user  
6 information to the content provider, the means for obtaining user information  
7 transmitted from the content provider to the target computer; and

8 a means for organizing the user information and upgrading a user specific  
9 database.

1 16. (New) The content provider of claim 14 wherein a condition of a  
2 condition-action pair includes a hardware characteristic of a target computer  
3 associated with the target computer account.

1 17. (New) The content provider of claim 16 wherein the hardware  
2 characteristic is a modem speed.

Slb #14  
1 18. (New) The content provider of claim 16 wherein when the hardware  
2 characteristic satisfies a first condition, high fidelity ad content is transmitted, and  
3 when the hardware characteristic satisfies a second condition, lower fidelity ad  
4 content is transmitted.

A  
1 19. (New) The content provider of claim 14 wherein the user profile  
2 includes at least one rule page including a plurality of keys, the plurality of keys  
3 includes a hardware profile to indicate hardware capabilities of a target computer  
4 associated with the target computer account.

Slb B  
7  
20. (New) The content provider of claim 18 wherein the plurality of keys  
includes a software profile to indicate software used by the target computer account.

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